

**AN ORDINANCE BY
COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE**

AN ORDINANCE AMENDING ATLANTA CODE OF ORDINANCES SECTION 46-38 TO INCREASE CERTAIN RATES FOR RENTAL OF THE BOISFEUILLET JONES ATLANTA CIVIC CENTER; AND TO DIRECT THAT THE REVENUE FROM THE RATE INCREASES BE DEPOSITED INTO THE ACCOUNTS SET FORTH HEREIN; AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta ("City") Code of Ordinances, Section 46-38 ("Rental Rules and Regulations") establishes a fee structure for individuals and entities wishing to rent the Boisfeuillet Jones Atlanta Civic Center ("Civic Center") to host events; and

WHEREAS, the amenities covered by the Rental Rules and Regulations Code includes the rental of the Auditorium for matinee and evening events, as well as the use of the Piedmont Room, Plaza, Lobbies, and other Areas of the Civic Center; and

WHEREAS, the cost to the City of operating the Civic Center has increased, and the City needs to recuperate some of this additional cost to aid in revenue generation; and

WHEREAS, the Civic Center is an Enterprise Account and revenues generated there are the primary source of sustaining the facility; and

WHEREAS, the City wishes to amend the Rental Rules and Regulations Code to raise certain fees to a rate comparable to that of other venues in the metropolitan area.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS AS FOLLOWS:

Section 1. Atlanta Code of Ordinances Section 46-38 entitled "Rental Rules and Regulations", Section (b) entitled "Rates" setting forth rates for rental of the Boisfeuillet Jones Atlanta Civic Center, shall be amended by:

- (1) Increasing the Auditorium rental for revenue-generating evening ticketed events from \$3,000.00 per performance to \$4,000.00 per performance.
- (2) Increasing the Auditorium rental for revenue-generating matinee ticketed events from \$2,000.00 per performance to \$3,000.00 per performance.
- (3) Increasing the non-rehearsal day fee for revenue-generating events from \$2,000.00 per day to \$3,000.00 per day.
- (4) Increasing rental of the Plaza from \$2,000.00 per day to \$3,000.00 per day.

Section 46-38(b) shall now read as follows (bold indicates a changed fee):

ITEM	All Users Conducting Revenue Generating Activity	All Users, Non-Ticketed Events
Auditorium		
Evening Events (per performance)	\$4,000	\$6,000
Matinee (per performance)	\$3,000	\$4,000
Non-Performance Day	\$3,000	\$3,000

ITEM	Customers/Clients	Exceptions
Piedmont Rm		
Full Room	\$2,000.00	For receptions fashion shows, parties, etc.
½ (Half-Room)	\$1,000.00	
Full Room	\$1,000.00	For events with no food or beverage.
½ (Half-Room)	\$500.00	
Lobbies (per day)		None
Upper Lobby	\$1,000.00	
Lower Lobby	\$1,500.00	
Plaza Area	\$3,000.00	
Other (per day)	\$75.00	None
Kitchen Usage	\$75.00	
Chair Rental	\$ 0.75	
Table Rental	\$25.00 (Skirted w/Linen)	

Section 2. Atlanta Code of Ordinances Section 46-38 entitled “Rental Rules and Regulations”, Section (d) entitled “Surcharge on Tickets” setting forth rates for rental of the Boisfeuillet Jones Atlanta Civic Center, shall be amended by:

- (1) Increasing the ticket surcharge from \$1.00 to \$1.50

Section 46-38(d) shall now read as follows (bold indicates a changed fee):

All contracts for the leasing of the Boisfeuillet Jones Atlanta Civic Center entered into shall contain language requiring the lessee to collect for and on behalf of the City of Atlanta a surcharge in the amount of **\$1.50** for each ticket sold for admission to any event taking place at the Boisfeuillet Jones Atlanta Civic Center during such lease. The surcharge is due no later than close of business on the first business day following the closing of the box office for each such event. The surcharge is to be delivered to the Director of the Boisfeuillet Jones Atlanta Civic Center or designee in the form of a certified check or cash, an amount equal to **\$1.50** for each such ticket sold and certified ticket sales accurately reflecting the number of tickets sold and the surcharge due and paid, such amounts are to be dedicated to the Civic Center's capital and non-capital improvements and is to be deposited in FDOA: 5581 (Civic Center Revenue Fund) 000002 (Default/Revenue Department 3473001 (Ticket Surcharge; General).

Section 3. The new and modified rental rates created by Section 1 of this Ordinance shall be deposited into FDOA: 5581 (Civic Center Revenue Fund) 000002 (Default/Revenue Department 3810008 (Building Rental; General).

Section 4. All ordinances and resolutions in conflict herewith are hereby waived for purposes of this Ordinance only, and only to the extent of said conflict.

Part II: Legislative White Paper: (This portion of the Legislative Request Form will be shared with City Council members and staff)

A. To be completed by Legislative Counsel:

Committee of Purview: Community Development/Human Resources Committee

Caption: AN ORDINANCE AMENDING ATLANTA CODE OF ORDINANCES SECTION 46-38 TO INCREASE CERTAIN RATES FOR RENTAL OF THE BOISFEUILLET JONES ATLANTA CIVIC CENTER; AND TO DIRECT THAT THE REVENUE FROM THE RATE INCREASES BE DEPOSITED INTO THE ACCOUNTS SET FORTH HEREIN; AND FOR OTHER PURPOSES.

Council Meeting Date: June 7, 2010

Requesting Dept.: Department of Parks, Recreation and Cultural Affairs

B. To be completed by the department:

1. Please provide a summary of the purpose of this legislation (Justification Statement).

The purpose of this legislation is to amend Section 46-38 of the Atlanta Code of Ordinances to increase certain rates for rental of the Boisfeuillet Jones Atlanta Civic Center.

2. Please provide background information regarding this legislation.

3. If Applicable/Known:

- (a) **Contract Type (e.g. Professional Services, Construction Agreement, etc):**
- (b) **Source Selection:**
- (c) **Bids/Proposals Due:**
- (d) **Invitations Issued:**
- (e) **Number of Bids:**
- (f) **Proposals Received:**

(g) Bidders/Proponents:

(h) Term of Contract:

4. Fund Account Center:

5. Source of Funds:

6. Fiscal Impact:

7. Method of Cost Recovery:

This Legislative Request Form Was Prepared By:

TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: CANDACE BYRD

Dept.'s Legislative Liaison: Debra Harris

Contact Number: (404) 817-6795

Originating Department: Department of Parks, Recreation and Cultural Affairs

Committee(s) of Purview: Community Development/Human Resources Committee

Chief of Staff Deadline: April 13, 2010

Anticipated Committee Meeting Date(s): June 1, 2010

Anticipated Full Council Date: June 7, 2010

Legislative Counsel's Signature: Robin Shahar 

Commissioner Signature: _____

Chief Procurement Officer Signature: Paul Taylor, by RJS

CAPTION

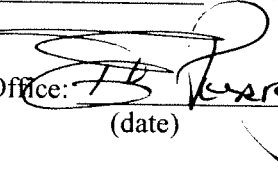
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Mayor's Staff Only


Received by CPO: _____
(date)

Received by LC from CPO: _____

(date)

Received by Mayor's Office:  _____

(date)

Reviewed by:  _____

(date)

Submitted to Council: _____